

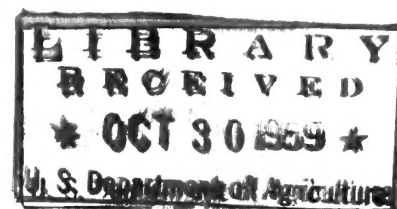


*"Califlora"*

# GLADIOLUS

**1959-60**

DELIVERY NOVEMBER THROUGH MARCH



ALSO AGAIN THIS YEAR

## All American GLADS for 1960

DELIVERY NOVEMBER THROUGH MARCH

*"Califlora"*

REG. U.S. PAT. OFF.

**DAVIDS & ROYSTON BULB CO., INC.**

5256 WEST WASHINGTON BLVD. LOS ANGELES 16, CALIFORNIA PHONE WEbster 1-1333

*"Ticolote"*

REG. U.S. PAT. OFF.



“Califlora”

# GLADIOLUS

These are the **Finest Quality High Crown** bulbs, grown one or two years from bulblets in our own “Califlora” fields. They should not be confused with the large flat, worn-out bulbs the commercial grower discards at very cheap prices. The most modern cultural practices are used, both in growing and storing, and all the bulbs are guaranteed disease free. The complete line of varieties we offer represents the results of trials made with hundreds of varieties, both foreign and domestic. We are sure you will find no finer bulbs anywhere.

BEAUTIFUL LARGE 14”x6” FULL COLORED PICTURE WITH EACH VARIETY—  
EXTRA LARGE NO. 1 SIZE—1<sup>5</sup>/<sub>8</sub>” UP IN DIAMETER

		100	1000			100	1000
RED SHADES				YELLOW SHADES			
DE GOEDE'S TRIUMPH.....	Bright fiery scarlet with blood red markings in throat.....	\$4.00	\$35.00	BELLE JUANE.....	Sparkling rich golden-yellow. Tall spikes with many flowers.....	\$4.00	\$35.00
JOE WAGENAAR.....	Tall, rich dark red with velvet shading on edges.....	4.00	35.00	FIAT LUX.....	Grand clear lemon yellow—tall graceful spikes.....	4.00	35.00
MANSOER.....	Finest dark velvety blood red.....	4.00	35.00	FLOWER SONG.....	Sensational deep clear Golden Yellow, outstanding.....	4.30	38.00
POINSETTIA.....	New brilliant medium red. Large flowers with slight ruffle.....	4.00	35.00	GOLD.....	Dazzling rich golden yellow. Very attractive ruffling.....	4.30	38.00
SANS SOUCI.....	Beautiful lustrous glowing medium red, white pencil lines on lip.....	4.30	38.00	LADY JANE.....	Huge chartreuse creamy yellow. Florists' favorite.....	4.00	35.00
TRULY FAIR.....	NEW! A glorified American Beauty Rose Red with a satiny sheen.....	4.30	38.00	LORELEI.....	NEW glistening Ivory Cream with golden throat. Heavy textured. Ruffled florets...	4.50	40.00
VALERIA.....	Large fiery scarlet—slight ruffle. Most popular red there is.....	4.30	38.00	YELLOW HERALD.....	Grand, clear lemon-yellow—tall spikes.....	4.00	35.00
PINK SHADES				WHITE SHADES			
ETHEL CAVE COLE.....	Large, popular light pink—an all time favorite with everyone.....	4.00	35.00	FLORENCE NIGHTINGALE.....	Sensational large glistening pure white—fine commercial.....	4.00	35.00
FRIENDSHIP.....	Gorgeous, soft deep ruffled pink, yellow in throat, extra fine.....	4.30	38.00	JUNE BELLS.....	Huge ruffled white, excellent commercial variety.....	4.00	35.00
PHANTOM BEAUTY.....	Sensational clear light pink—buds open salmon.....	4.00	35.00	MOTHER FISCHER.....	Bautiful tall ruffled handsome white. Extra fine for cut.....	4.00	35.00
PINK CHIFFON.....	NEW light orchid pink. Best in this color. Cream throat.....	4.30	38.00	PROF. GOUDRIAN.....	NEW. Outstanding Clean White. Light cream in throat. Large flower heads.....	4.50	40.00
PINK DIAMOND.....	NEW. An exquisite pastel, frosty pink. Heavy texture and ruffling.....	4.50	40.00	SNOW CLOUD.....	NEW. Tremendous heavily ruffled and textured. Pure white—		
ROSA VAN LIMA.....	Beautiful bright pink—lighter throat. Popular old timer.....	4.00	35.00		by far the outstanding new gladiolus.....	4.30	38.00
SPIC & SPAN.....	Sparkling, ruffled bright salmon-pink. Best commercial pink.....	4.00	35.00	SNOWDRIFT.....	A great show winner—very heavily ruffled pure white.....	4.30	38.00
TRAVELLER.....	NEW. Tremendous light rose pink with small deeper blotch.....	4.30	38.00	BI-COLOR AND SMOKY SHADES			
ROSE SHADES				ARES.....			
BURMA.....	Very heavily ruffled deep rose—popular variety.....	4.00	35.00		NEW. One of the most beautiful varieties in existence. Ruffled. Waxy white,		
MODERN TIMES.....	Bright wine rose with two thin white lines in throat.....	4.30	38.00		tinted pink with large scarlet blotches.....	4.30	38.00
SENECA.....	NEW. Glistening light rose producing wonderful spikes.....	4.00	35.00	FIRE OPAL.....	NEW dazzling ruffled fiery scarlet with golden yellow throat.....	4.30	38.00
WILD ROSE.....	NEW. Beautiful rose with cream throat—heavy substance and			HIGH FINANCE.....	Huge light orange-gray smoky with cream throat. The best of all smoky varieties...	4.30	38.00
	light frilling—outstanding.....	4.30	38.00	MERRY WIDOW.....	Striking rich purple with glistening white blotch.....	4.30	38.00
LAVENDER, BLUE, PURPLE SHADES				(Lustige Witwe)			
ABU HASSEN.....	Most popular clear rich violet-blue. Best of the blues.....	4.30	38.00	MOTHER MACHREE.....	Best smoky rose variety—improved with yellow throat.....	4.00	35.00
ALJECHIN.....	Glistening Purple—wide open flowers on tall spikes.....	4.30	38.00	PACTOLUS.....	Striking color combination of clear apricot yellow with large red throat.....	4.30	38.00
BENJAMIN BRITTEN.....	Beautiful, very deep lavender with small white lines in throat.....	4.30	38.00	SPOTLIGHT.....	Gorgeous golden yellow with bright scarlet throat.....	4.30	38.00
BLUE CONQUEROR.....	NEW. Radiant Deep Blue. By far the finest in this color.....	5.50	50.00	VANGUARD.....	NEW. Pure glistening white with rich red throat—ruffled.....	4.30	38.00
CAMPANILE.....	NEW. Outstanding Light Lavender—tall with large spikes.....	4.30	38.00	“CALIFLORA” MIXTURE			
COLONEL ATKINSON.....	Spectacular new deep lavender. Heavy texture—award winner.....	4.30	38.00		Carefully blended mixture of equal quantities of over 25 varieties,		
ELIZABETH THE QUEEN.....	Exquisite heavily ruffled clear orchid lavender. Fine commercial variety.....	4.00	35.00		both standard and new. Will produce magnificent blooms #1 size.....	4.30	38.00
KING DAVID.....	Outstanding deep royal purple with thin picotee edging of glistening silver.....	4.00	35.00		Second size 1 3⁄8”-1 5⁄8”.....	3.00	25.00
MABEL VIOLET.....	NEW heavily ruffled deep glistening royal purple.....	4.30	38.00	NOTICE: ORDER 250 OR MORE OF A VARIETY TO GET THE 1000 RATE.			
NEW BLUE.....	New Seedling—tall clear light violet blue.....	4.00	35.00				
RAVEL.....	Tall light violet blue with touch of red in throat.....	4.30	38.00				
ROYAL SCOT.....	Soft distinctive shade of rose purple. Tall, Serene spikes.....	4.00	35.00				
VIOLET CHARM.....	NEW Soft Violet with deep violet arrow in cream throat.....	4.50	40.00				
SALMON-ORANGE SHADES							
HOCHSOMMER.....	Import from Holland. Lively orange salmon, yellow in throat.....	4.30	38.00				
PEACH GOLD.....	Tall, sparkling salmon-orange with soft yellow throat—slightly ruffled.....	4.00	35.00				
REGINA.....	NEW tremendous huge golden-apricot with orange shadings—						
	heavily ruffled—grows over 6 feet.....	4.30	38.00				
PICARDY.....	Beautiful apricot-salmon. Grand popular favorite.....	4.00	35.00				

Competition Special Collection

Large Second Size—1 3⁄8” to 1 5⁄8” Corms—HIGH CROWN, One Year from Bulblets. This is the size just under out  
Extra Large Bulbs and are the same clean, treated stock.  
PACKED 250 IN A CARTON WITH LARGE 14” x 6” FULL COLORED PICTURE OF EACH VARIETY.  
COLLECTION OF 2500 Bulbs—250 Each of 10 Varieties at \$25.00 per 1000. Our selection in a Full Range of  
Colors in Above Varieties.  
QUANTITY COLLECTION—5000 Bulbs—500 each of 10 Varieties for \$23.50 per 1000.

Golden "Califlora" Gladiolus Package

Beautiful Gold Foil Box with Full Color Picture and Large Look in Window  
20 LARGE 1 3⁄8”-1 5⁄8” BULBS—A MIXTURE OF 2 EACH 10 OUTSTANDING VARIETIES  
PRICE 60c per package

NOTICE: ORDER 250 OR MORE OF A VARIETY TO GET THE 1000 RATE.

DAVIDS & ROYSTON BULB CO., INC.

5256 WEST WASHINGTON BLVD.

Phone WEbster 1-1333

LOS ANGELES 16, CALIF.

# All American GLADS

★ EASY TO GROW ★ HEALTHY ★ TESTED

## 1960 INTRODUCTIONS

### ★ LANDMARK

(PL. PAT. PENDING) IS A REAL EYE-STOPPER. THE COLOR IS A GLOWING SOFT CREAM. BROAD GREEN PLANTS PRODUCE TALL FORMAL SPIKES.

### ★ LITTLE PANSY

(PL. PAT. PENDING) IS AMERICA'S FIRST TINY TOT. RICH, DEEP BLUE "PANSY-LIKE" BLOTCHES PERFECTLY SET OFF THE LIGHT VIOLET FLORETS—NICELY PROPORTIONED AND JUST RIGHT FOR ARRANGEMENTS.

## RECENT INTRODUCTIONS

### ★ APPLE BLOSSOM

(PL. PAT. 1517) IS WHITE WITH ROSE-PINK EDGES—A REAL BEAUTY, AN EASY GROWER THAT PERFORMS EXCELLENTLY WITH ONLY AVERAGE CULTURE.

### ★ EMPEROR

(PL. PAT. 1655) IS A ROBUST GROWER, ROYAL PURPLE WITH WHITE THROAT. A RICH, DISTINCTIVE COLOR. MAKES MAJESTIC SPIKES THAT GROW VERY TALL.

### ★ JOYOUS

(PL. PAT. PENDING) IS A RICH, VELVETY DEEP ROSE WITH LARGE RUFFLED FLORETS. GROWS TO 4½ FEET WITH 20 BUDS.

### ★ MAYTIME

(PL. PAT. 1591) IS A REAL STUNNING PINK WITH WHITE THROAT. DELIGHTFUL FOR ARRANGEMENTS. RUFFLED AND HEALTHY. REMARKABLY EASY TO GROW.

### ★ ROYAL STEWART

(PL. PAT. 1339) IS A HE-MAN RED, STRAIGHT SPIKES AND WITH 8-10 FLORETS OPEN AT ONCE. AN OUTSTANDING WINNER OF TOP AWARDS.

### ★ SPARKLER

(PL. PAT. PENDING) IS A GAY, HAPPY COMBINATION OF CLEAR YELLOW AND BRIGHT RED. THE FLORETS ARE RUFFLED TO GIVE AN AIRY BUTTERFLY EFFECT.

A tremendous nation wide publicity program will create hundreds of thousands of prospects for these glads. You can cash in on this tremendous potential by stocking the 8 All Americans and having them available for your customers. Ready in November in plenty of time for fall, Christmas and spring sales.

## SIZE PACKAGING

The same extra large high crown No. 1 bulbs as our "Califlora" Glads. Bulbs will be packaged in bags, one bulb to a bag. Bags will be labelled with the variety name, color, description, and patent number. Cultural instructions will be included. **Large Full Color Pictures with each order.**

## PRICE

12 to 24 bulbs	.....	22½c each
25 to 49 bulbs	.....	20c each
50 to 99 bulbs	.....	17½c each
100 to 499 bulbs	.....	15½c each
500 or more	.....	14c each

(Prices are for single varieties or combination of varieties—  
no less than 6 of a variety)

## SUGGESTED RETAIL PRICE

35c each—\$1.00 for Three—\$3.45 for twelve.

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